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Frederick County Health Department

News Release

CONTACT: Jacqueline Dougé
Public Information Representative
301-600-3103
TTY: Use Maryland Relay
jdouge@frederickcountymd.gov

FOR IMMEDIATE RELEASE:

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HEALTH CARE CONNECTION ANNOUNCES LAUNCH OF HEALTH ACCESS CAMPAIGN

Frederick County Health Department tackling the issue of the uninsured in Frederick County

FREDERICK, MD -- An estimated 18,000 – 22,000 adults in the U.S. die each year because they are uninsured and can't get appropriate health care.² People without health insurance often go without care or delay care, and uninsured children are more likely to go without needed care than children with insurance.³

According to the 2007 Frederick County Community Health Assessment, over 2000 children and over 15,000 adults in Frederick County are uninsured.¹ Many are working families, pregnant women and children, even working adults. They are friends, neighbors and colleagues trying to do everything to stay safe and healthy, worrying that they don't have health care insurance to cover when things go wrong. Dr. Barbara Brookmyer, Frederick County's Health Officer, said, "No one in Frederick County should have to delay seeking medical, dental and mental health care because they don't have health insurance, especially when there are programs available to help."

In 2003, a report sponsored by Covering Kids and Families highlighted uninsured adults' views about Medicaid. Many were unfamiliar with the program or did not know they were eligible.² Other studies discuss additional barriers and reasons why eligible children and adults remain uninsured.

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Barbara A. Brookmyer, M.D., M.P.H. ▪ Health Officer

350 Montevue Lane ▪ Frederick, MD 21702

Phone: 301-600-1029 ▪ Fax: 301-600-3111 ▪ MD TTY: 1-800-735-2258





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The Health Care Connection, a division of the Frederick County Health Department (FCHD) will utilize lessons learned from these studies to direct a 2-year Health Access campaign targeted towards the uninsured of Frederick County. The campaign will be launched at the Frederick County Health Care Coalition Meeting on July 13, 2010 at Hood College.

The goals of the Health Access Campaign are to increase awareness of Maryland State health insurance programs as well as increase enrollment of uninsured children and adults who are eligible for these coverage programs. Partnerships between The Health Care Connection, Frederick County Health Care Coalition and community providers who serve our target population of uninsured children and adults will bring awareness through outreach events and program enrollment training sessions. The campaign will engage policy makers, health care professionals, community advocates, faith leaders, schools, the business community, and active citizens to reach out to those eligible for Maryland state-sponsored health insurance programs and help them enroll in health insurance.

If you or someone you know is uninsured, contact the Health Care Connection at 301-600-8888 or on the web at www.frederickcountymd.gov/healthcareconnection for information about Maryland State Health Insurance.

For more information about the campaign, and what you can do to help the uninsured of Frederick County, please contact Dr. Barbara Brookmyer at 301-600-3104.

¹ 2007 Frederick County Community Health Assessment

² Institute of Medicine (2004). "Insuring America's Health: Principles and Recommendations." News release. January 14 (www.iom.edu/CMS/3809/4660/17632.aspx); Dorn, Stan (2008). "Uninsured and Dying Because of It. Updating the Institute of Medicine Analysis on the Impact of Uninsurance on Mortality." (<http://www.urban.org/url.cfm?ID=411588>)

³ National Center for Health Statistics, CDC (2007). Cited in Kaiser Commission on Medicaid and the Uninsured (2007). "The Uninsured: A Primer." Figure 7, p. 7. October. www.kff.org/uninsured/upload/7451-03.pdf

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